

FEBRUARY 2020

THE SOCIAL SNIPPET

Your free guide
to the latest
developments
in social media
and online
marketing



Coaching Club



THE SOCIAL SNIPPET

There are many changes that happen in the online world each month, and the GU Crew are here to help keep you on top of the latest developments with our monthly bulletin.



    **#socialsnippet**

To find out more about us and meet the team, visit: green-umbrella.biz/about

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f FACEBOOK

FACEBOOK ADDS NEW FEATURES FOR INSTANT ARTICLES

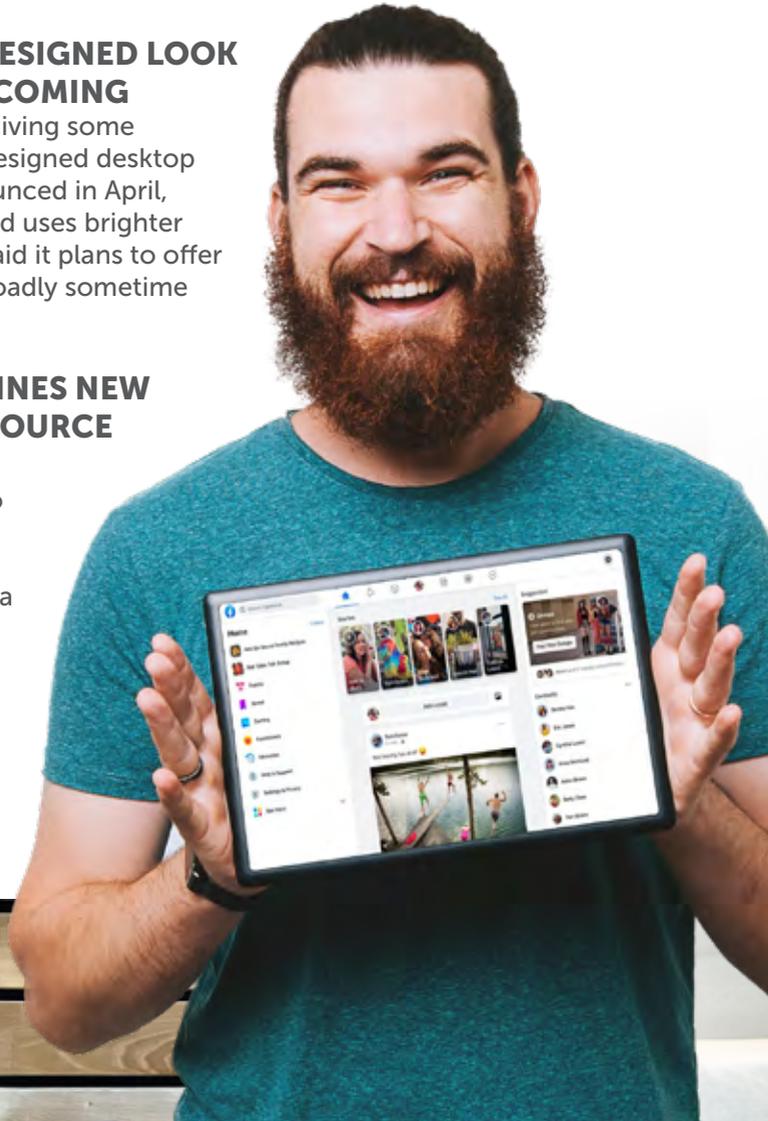
Facebook has announced some new additions for its Instant Articles offering, as it aims to renew publisher interest in its native content tool. The updates include links to more publisher content, smarter calls to action, and Stories sharing.

FACEBOOK'S REDESIGNED LOOK FOR DESKTOP IS COMING

Facebook has begun giving some users access to its redesigned desktop experience, first announced in April, that's less cluttered and uses brighter icons. The company said it plans to offer the new look more broadly sometime before spring 2020.

FACEBOOK OUTLINES NEW 'VIDEO TRAFFIC SOURCE INSIGHTS'

Facebook is starting to roll out 'Traffic Source Insights' in Creator Studio, which provide a more direct overview of video watch time and retention metrics within four separate audience categories - 'Followers', 'Shares', 'Recommended' and 'Paid'.





LINKEDIN

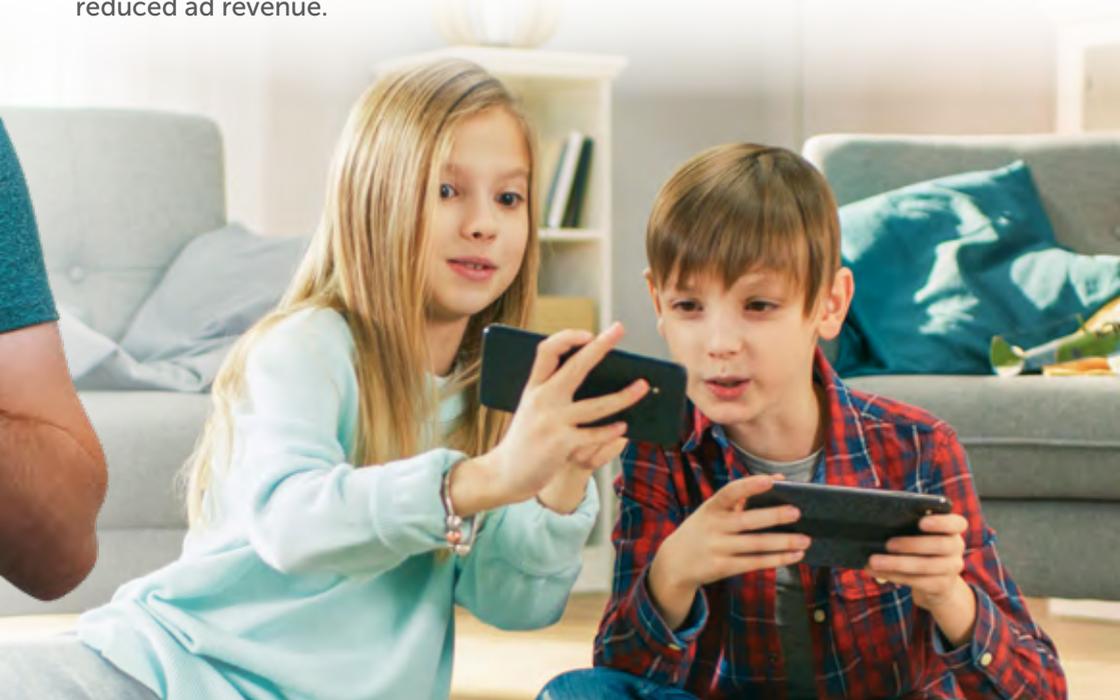
LINKEDIN ANNOUNCES MERGER OF ELEVATE FUNCTIONALITY WITH COMPANY PAGES

LinkedIn has announced that it's merging the functionality of its Elevate employee advocacy platform into its company pages tools, providing more ways for LinkedIn page managers to engage their employees in order to amplify relevant updates and build reputation online.

YOUTUBE

YOUTUBE OFFICIALLY ROLLS OUT CHANGES TO CHILDREN'S CONTENT FOLLOWING FTC SETTLEMENT

To comply with a federal children's privacy law, targeted ads on YouTube will now be restricted from running on kids' videos, and kids' videos will lose access to comments and some other community features. YouTube has said kid-focused channels will see "a significant business impact" due to reduced ad revenue.





EMILY'S BR INBOX

EMILY'S TOP TIP THIS MONTH...

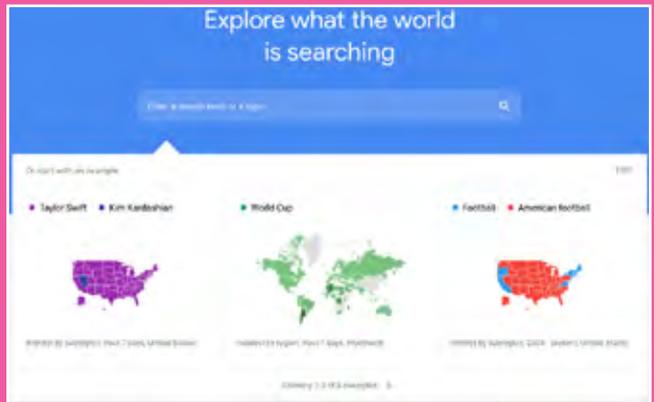
GOOGLE TRENDS

Are you looking for a trending blog topic? Or perhaps you want to know the top Google searches across particular countries or regions, if this sounds familiar, then a great tool that we use here at the GUHQ is Google Trends.

Google Trends is a Google-run website that analyses the top Google search topics and displays the results in comparable graphs.

If you want to know whether a particular topic is currently trending, or how often it has been searched for, you can use the search bar at the top of the page. You can then select the area, the time range, the category and the web search. There is also the option to add a comparison to see which topic has been searched for more regularly.

If you are currently planning your blog posts, take a look at Google Trends for any topics that you have in mind. Then try to match the publishing date to any spikes in the popularity of that particular search topic.



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INSTAGRAM

INSTAGRAM ADDS NEW BOOMERANG OPTIONS

Instagram has added some new options to its Boomerang camera mode for Stories, including 'SloMo', 'Echo' and 'Duo' variants. Not only will the new filters help liven up your Instagram Stories, but you also now have the option to 'trim and tweak' your Boomerang loop.

INSTAGRAM IS NOW HIDING "FALSE" PHOTOS

In an effort to combat misinformation and fake news, Instagram recently rolled out a new feature that flags fake photos. Photos deemed as fake will have an overlay on them warning the user of "False information".

INSTAGRAM NOW WARNS USERS BEFORE THEY POST 'POTENTIALLY OFFENSIVE' CAPTIONS

If an Instagram user posts something that the service's AI-powered tools think could be hurtful, the app will generate a notification to say that the caption "looks similar to others that have been reported." It will then encourage the user to edit the caption, but it will also give them the option of posting it unchanged.

PINTEREST

PINTEREST'S COMPASSIONATE SEARCH IS NOW AVAILABLE IN THE UK

First introduced in the U.S. last year, these are evidence-based well-being practices someone can do to try to improve their mood if they're feeling stressed, anxious, sad or trying to manage difficult emotions. If you click on one of the subjects, you will be guided through a few minutes of exercises to carry out.



ARE YOU PAMB**??**ZLED?

PAM'S COACHING TIP THIS MONTH...

MANAGING YOUR TIME ON SOCIAL MEDIA

One thing that crops up over and over again in my coaching sessions is that busy businesses don't have the time to give to Social Media.

However, at Green Umbrella we use a simple tool to manage our time effectively. A timer! Yes, that's right a timer! You wouldn't believe the difference it makes to keep track of your time. We all know how easy it is to lose track of time; we hop on to LinkedIn for a quick check of our home feed, just to see what is going on in the business world and next thing we've lost 2 hours Argh! No one in a busy business has the time to do that on a daily basis, do they?

In the office we use the Allinof Timer that is free on Macs, or if we are working from home, we use the timer on our phones. We set it for 30 minutes for each platform for every account that we manage including our own. Also, if you are like me, I get easily distracted so I also use a Feed Burner for Facebook so that I don't get distracted by my own Personal Feed when I am logging on to work on a Business Account.

Links for both tools

www.green-umbrella.biz/newsfeedburner

www.green-umbrella.biz/astimer

Please contact your coach if you are looking for more tips to manage your time on Social Media.





TWITTER

UPDATES WITH CHRISTINA

TWITTER'S TOPICS AND LISTS ARE GETTING BETTER AND BETTER

The topics feature lets you follow subjects you love—from anime to archaeology—and Twitter is upgrading its long-dormant lists feature. Both features serve the overarching goal of connecting Twitter users with tweets they'll want to see.

TWITTER HAS ADDED TWO NEW FEATURES FOR LISTS

Firstly, now when you share the URL of your list in a tweet, you now get a nice image instead of the long URL for the list. Secondly, Twitter will now provide recommendations to you for who to add to your lists based on the list's title or who's already on it. Both of these new features only work on the mobile versions of Twitter.

TWITTER IS REMOVING AUDIENCE INSIGHTS FROM ANALYTICS

Twitter has confirmed that it is indeed removing its Audience Insights tab from Twitter Analytics at the end of January. There is no information as yet, though, whether this is going to be replaced with something more useful.

TWITTER TESTING OPTION FOR USERS TO LIMIT WHO CAN REPLY TO THEIR TWEETS

Twitter is testing the option for users to define who can reply to their tweets by choosing one of four different audience settings:

GLOBAL	Anyone can reply
GROUP	Only people you follow or mention can reply
PANEL	Only people you directly mention can reply
STATEMENT	No replies allowed

The major worry is that in the hands of politicians, the tool could make it appear that their tweets and policies are uniformly supported.

CUT OUT
AND KEEP
CHECKLIST

YOUR SOCIAL MEDIA IMAGE SIZES CHEATSHEET

Creating the perfect images for your social media presence can be a bit of a nightmare. That's why we've created this handy image size cheatsheet.

FACEBOOK

IMAGE TYPE	SIZE
Cover Photo/Video	1200 x 675px
Group Cover Image	1640 x 859px
Event Cover Image	1920 x 1080px
Profile Image	340 x 340px
Post Image (Landscape)	1200 x 628px
Post Image (Square)	952 x 952px
Post Video	1080px wide

LINKEDIN

Company Cover Image	1536 x 768px
Company Logo Image	300 x 300px
Personal Background	1584 x 396px
Personal Profile Image	400 x 400px
Post Image	1200 x 628px

YOUTUBE

Channel Cover Image	2560 x 1440px
Channel Profile Image	800 x 800px
Video (HD)	1280 x 720px (min. size)

TWITTER

IMAGE TYPE	SIZE
Header Image	1500 x 500px
Profile Image	400 x 400px
Post Image (Landscape)	1024 x 512px

INSTAGRAM

Profile Image	180 x 180px
Post Image	1080 x 1080px

Information for guidance only.
Correct at time of publication, 24/1/20



That's a small snippet of the top changes in the online world.

If you have any questions or need any guidance, then please remember that we have a free **online chat** facility on our website.

Simply visit www.green-umbrella.biz to speak to one of the crew.



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